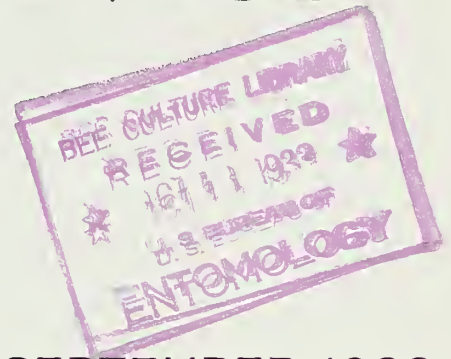


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# Extension Service Review



VOL. 4, No. 5

SEPTEMBER 1933



SOUTHERN FARMERS VOLUNTARILY TOOK FOUR AND A QUARTER MILLION BALES OF COTTON OUT OF PRODUCTION  
AS THEIR CONTRIBUTION TO AGRICULTURAL ADJUSTMENT IN 1933

ISSUED MONTHLY BY THE EXTENSION SERVICE  
UNITED STATES DEPARTMENT OF AGRICULTURE  
WASHINGTON, D.C.

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## In This Issue

**D**ID WE refuse to quit riding in ox sleds because buggy riding put us up against the more elaborate technical problems of wheels and harness? Did we hesitate to go from there into far more complicated problems of automechanics and aerodynamics? Are we afraid to tackle today the larger job of bringing balance and order into farm production the country over? This is the way in which Rexford Tugwell, Assistant Secretary of Agriculture, discussing the subject, "Our Lands in Order", puts the situation to us.

**W**HAT the new Agricultural Adjustment Act will do for the farm family is particularly important to the farm woman is the view of Director C. W. Warburton. Director Warburton brings his development of this timely theme to a climax by quoting Lemna O. Maloney, district home demonstration agent in Oklahoma. Miss Maloney says: "The farm home maker frequently serves as a balance wheel in deciding farm problems. She does possess the power to inspire her husband with enthusiasm and ambition to achieve. If his wife gains a full understanding of the acreage-reduction program, it will mean in many cases that the husband will be more willing to cooperate because of her understanding and encouragement."



**A**S HE TALKS about insect pests and how to control them to farm audiences, R. R. Reppert, Texas extension entomologist, draws cartoons of the insects. This method of arousing the interest and holding the attention of farmers is proving so successful that he has taught many of the county agents of his State how to do the same thing.

**L**IVESTOCK marketing tours prove helpful to Ohio men and women, especially during the present readjustment of livestock prices when a knowledge of market operations, costs, grades, and price is very important.

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**S**INCE the establishment of a county livestock shippers' association in 1922 in Wirt County, W. Va., the cooperative marketing of livestock has spread to 29 counties in that State. During 1932, 2,429 farmers made 4,600 cooperative shipments of livestock, marketing 48,666 head of livestock. An extra cash gain of \$134,500 was realized by producers from grading lambs at home and marketing the "tops" as they reached the desired age and finish. These West Virginia producers follow their market demands closely.



## On The Calendar

Dairy Cattle Congress, Waterloo, Iowa, October 2-8.  
Annual conference, Lafayette, Ind., October 10-12.  
Conference of home demonstration leaders and home management specialists, Lafayette, Ind., October 14-15.  
Annual conference, Ames, Iowa, October 15-20.  
Annual conference, Manhattan, Kans., October 16-20.  
Annual conference, Lincoln, Nebr., October 16-21.  
Association of Land-Grant Colleges and Universities, Chicago, Ill., November 13-15.  
National 4-H Club Congress, Chicago, Ill., November 26-December 2.  
Kansas National Livestock Show, Wichita, Kans., November 13-16.

**A**FTER A DROUGHT in the growing season of 1931 and one of the most severe winters in the history of Utah, the livestock in that State was very much in need of feed. How the State extension service assisted the Red Cross to take milk cows, work stock, hogs, and poultry out of starvation conditions and rehabilitate the agriculture of the distressed areas is a story of practical and effective service.



**F**ARMERS in two communities in Bulloch County, Ga., who cooperated in building and equipping a meat-curing plant are satisfied with their investment. The farmers now use this plant to cure their entire hog crop for market as well as to handle their home meat supply.

**P**AUL DODD, a Wyoming farmer, tells what 7 years of 4-H club work did for his two children just as he told it to county commissioners of his county when the question of continuing the local extension appropriation came up. He stressed in particular the improvement in livestock resulting from club work.

THE EXTENSION SERVICE REVIEW is issued monthly by the EXTENSION SERVICE of the United States Department of Agriculture, Washington, D.C. The matter contained in the REVIEW is published by direction of the Secretary of Agriculture as administrative information required for the proper transaction of the public business. The REVIEW seeks to supply to workers and cooperators of the Department of Agriculture engaged in extension activities, information of especial help to them in the performance of their duties, and is issued to them free by law. Others may obtain copies of the REVIEW from the Superintendent of Documents, Government Printing Office, Washington, D.C., 5 cents a copy, or by subscription at the rate of 25 cents a year, domestic, and 45 cents, foreign. Postage stamps will not be accepted in payment.

C. W. WARBURTON, Director

C. B. SMITH, Assistant Director

REUBEN BRIGHAM, Editor



# Extension Service Review

VOL. 4

WASHINGTON, D.C., SEPTEMBER 1933

NO. 5

## Our Lands in Order

REXFORD G. TUGWELL

Assistant Secretary, United States Department of Agriculture

**A**CTING WITH the pressure of a desperate situation behind us, the national administration has procured a regulated harvest of cotton and cigar tobacco for this year, and is moving to procure a regulated harvest of wheat. Soon we shall have plans under way for a long-time program to adjust the production of corn and hogs.

These are all key crops. To alter the proportionate seeding of any one of them over all of the 1,906,000,000 acres of the United States requires us to consider the whole of our land in a new way. One move compels another, as in a game of chess. If you take wheat from this square, you cannot for long let that space be idle, choked with weeds, or washing in the rains.

You must, as a stopgap, sow that land to some noncompeting, soil-protecting crop, probably a grass.

And that move in turn compels a whole series of others. For when you increase the acreage in grass you inaugurate in that locality a tendency toward livestock farming, and this tendency unless governed and balanced, will tend to dislocate the present set-up of livestock production throughout the country. In changing our pattern of basic crop production, we have set upon a process which is bound to alter our entire agricultural structure; and I think it may go beyond that and lead in time to a rational resettlement of America. The agricultural adjustment experiment is the opening move of a historic attempt to devise a sensible working policy for our land.

### *Adjusting Harvests to Demand*

The idea of adjusting harvests to actual, going demand is not altogether new in history, but the magnitude and boldness of our cotton adjustment campaign, and of the wheat adjustment effort which is now to follow, dwarf, certainly, all historical precedents. Adam Smith, in his great book *The Wealth of Nations*, mentions with disapproval an agreement among French grape

growers of the early eighteenth century. Burdened with a superabundance of wine grapes, these French farmers obtained an order in council that prohibited both the planting of new vineyards and the renewal of old ones. There may be in that, even today, a suggestion for California and for other regions immensely over-



Rexford G. Tugwell.

planted to fruit. The suggestion may sound harsh and wasteful; but the real waste lies in growing so much that it cannot be used. About half of the apples grown each year in the United States rot on the ground, unmarketed.

Adam Smith was the father of laissez-faire economics. He held that competitive forces should be given free play, unlimited, dog eat dog. But he never went so far in attachment to this dogma as did American businessmen and statesmen throughout the nineteenth and early twentieth centuries, the period of our national adolescence. To many, the idea still has charm. Some of our most important public figures were still gasping forth incantations to the laissez-faire principle this spring, when the national ship foundered.

Earlier in our history we were perhaps more inclined to take hold of things and rule the forces of our destiny; or try it, anyway. The same book by Adam Smith that I have quoted cites a second pioneer instance of organized crop adjustment which strikes us more closely home. In the early eighteenth century, it seems, the cultivation of tobacco in our Maryland and Virginia tidewater counties outran a somewhat slowly developing demand for our tobacco abroad. By an act of assembly the planters in that region adopted what amounted to a tobacco allotment plan. In that early day a man did not always know how much land he had, but he did know how many slaves he had; so each planter was restrained to setting out 6,000 tobacco plants for every Negro between 16 and 60 years of age on his plantation.

### *Allotment of Wheat Acreage*

When M. L. Wilson and others proposed, a year or so ago, an allotment of wheat acreage the country over, the idea was attacked and derided. Certain of the criticisms leveled against it were stimulating and prophetic. It was said that to allot pro-rata reductions of wheat acreage on more than a million farms scattered over the 1,500 American counties which grow most of our wheat, would be an enormous task. This has proved true, but the job is being done; and the army of bureaucrats which opponents of the plan predicted has not materialized. A corps of no less than 30,000 workers is traveling the farthest roads of the wheat country during August and September, explaining the wheat adjustment plan to farmer after farmer, presenting contracts for the adjustment payment the Government offers to those who will join with their neighbors in a co-operative adjustment of acreage. But of this new army of field workers, only about 2,000 of the whole 30,000 are Government men, and these—the county extension agents—were already in Government service, and were being paid from



funds previously provided, when the Farm Act passed.

### *Volunteer Workers*

The actual work of canvassing the 1,200,000 farms which grow wheat, of signing the contracts, of inspecting plantings, and of keeping records, is being done very largely by volunteer workers from among the farmers themselves. Organization of the plan is decentralized; and responsibility for its successful administration has been made local.

Those who opposed the wheat allotment idea made the point that once you get started on a thing like this there is no end to it. That is true; but it is no argument at all against starting. Did we refuse to quit riding in ox sleds because buggy riding put us up against the more elaborate technical problems of wheels and harness? Did we hesitate to go on from there into far more complicated problems of automechanics and aerodynamics? We need the same sort of inventiveness and daring now in the larger job of bringing balance and order into farm production the country over.

### *Plan is Simple*

Essentially the wheat-adjustment plan is simple. It is only when you consider that hundreds of thousands of different farms on which it will be applied, and the million or more widely various farmers who will cooperate, that this plan becomes an astonishing national adventure. There is too much wheat in the world—a towering carry-over of 640,000,000 bushels. America has more than half of all that wheat. To farmers who agree to reduce their sowing of wheat for harvest in 1934 and 1935, the Government offers adjustment payments, amounting to about 28 cents a bushel extra, on half of the farmer's average crop. The reason for paying this extra money on only half of the crop is that about only half of it will be subject to the processing tax. Wheat shipped abroad, wheat fed livestock, and wheat that goes into bread for our unemployed, will not be taxed.

Suppose for the sake of example that a 20 percent cut in acreage is called for, and that 50,000,000 of the 65,000,000 American acres now growing wheat comes in under the plan. That would mean that 10,000,000 acres of American wheatland would be taken out of wheat. Ten million acres is a great deal of land. It is more than half the entire cultivated area of Japan, proper. What would we do with all that vacated 10,000,000 acres? What ought we to do with it? With surpluses of practically every commercial crop already at hand, how much of it

ought we to take out of commercial production altogether and keep it out?

I do not know the answer to these questions. No one knows. But we shall be forced to think about it, forced for the first time to get at the facts of our land situation, forced at least to begin to put our lands in order.

As it is, fat land lies idle because with a surplus of production there seems no justification now for reclaiming it; and cruelly bad land is being worked by poverty-stricken families, wearing out their lives to no good purpose, trying to get blood out of a stone.

One thing seems certain: we must study and classify American soil, taking out of production not just one part of a field or farm, but whole farms, whole ridges, perhaps whole regions. We must determine which lands are best suited for the commercial production of the staple crops, which had best be put back into trees, and which should not be used for agriculture at all, but simply provide places of recreation and residence.

### *Right Use of Land*

This question of putting land to its right use is not one which is simply going to bother us at Washington, and be the subject of scientific research here. The crop adjustment campaigns now under way or contemplated will bring the problem home to nearly every farmer in the United States. Any movement that forces the farmers of this country to think of their farms as part of all the other land in the country and to begin to farm it together, instead of in blind competition, may, I think, be properly described as an educational effort.

Toward the end of a White House press conference the other day the President made an announcement which may in time be recognized as the most important departure in American land policy since the Homestead Act. He said that as fast as good new lands were brought into cultivation by drainage or irrigation projects, a corresponding productive unit of bad or marginal lands will be taken out of cultivation, and kept out. That does not mean an attempt to put and take, acre for acre. One acre of rich farm land brought in may mean three or more acres of poor farm land retired to other uses.

As a further step in a new land policy, we have launched this summer, 10 erosion projects, to protect against further ruin about a million acres of naturally good land which is washing away and losing fertility at an alarming rate.

The best farming land is not always the best place to live; hills, lakeshore,

the seaside, often hard to till, may provide the pleasantest places of residence. We have begun to see that the 1,906,000,000 acres of continental America are all one piece of land, to be used not only for productive purposes but for pleasure and ease in living. As it is now, the pattern of our life upon this 1,906,000,000 acres is a hodge-podge. A farmer who puts his chickenhouse at the best building site on the property, and sticks his house in a roadside hollow better fitted for a barnyard, has been no more blind to his opportunities of pleasanter or more spacious living than we have, as a Nation, in living upon our land.

### *Decentralization*

As we bring some order into our use of the land, it will be not only crops which tend to move where they belong; people will move too. I doubt if the half-empty office skyscrapers and the apartment houses and tenements of New York and our other vast cities will ever fill up again. That is no fit way to live and work. With the modes of modern transportation as they are today, there seems nothing to make people put up with urban congestion forever. The development of electric power, which is easily transmitted, makes possible a wide decentralization of industry.

I do not venture to predict how fast or far decentralization will go, nor just what forms the new rural-urban life will take; but on one point I am plain: More people should not be brought out into the country with the expectation that they will earn a living there as farmers. There are more than enough farmers as it is. It has been estimated that when lands now unfit to till are removed from cultivation something around 2,000,000 persons who now farm will have to be absorbed by other occupations.

The farm does not offer the solution of our unemployment problem. To consider using the open country as a scrap heap for general industry is short-sighted and wrong. No sustenance farm or workers' garden home plan which is conceived on a squatter or refugee basis, or which contemplates support by means of commercial farming, is sound. The one thing which will make possible a general and permanent deliverance of city workers into green fields and quiet homes is to group or scatter smaller factories and office buildings throughout the countryside. Then these people can live on the soil in greater peace and security than they now enjoy, and earn the greater part of their living at their accustomed callings.



# The Cotton Adjustment Program

CULLY A. COBB

Chief, Cotton Section, Agricultural Adjustment Administration, United States Department of Agriculture

**D**ESPITE RECENT declines in the price of cotton, the 1933 acreage reduction program has been a success.

I make this statement fully aware of the fact that there is insistence throughout the Cotton Belt that immediate steps be taken by the Secretary of Agriculture and the Agricultural Adjustment Administration to improve the present level of prices. There is every reason to hope that something will be developed shortly that will help do this. The price situation at present serves to emphasize the necessity of completing the task in hand and plowing up every cotton stalk that has been offered in the acreage adjustment program.

Let us consider first what would have been the situation if the acreage reduction program had not been attempted. On August 8, the Crop Reporting Board in its annual estimate of cotton production stated "the potential crop, had there been no cotton reduction program, is thus indicated to have been 16,561,000 bales."

If this full crop had been permitted to mature no one can predict just what the price would have been. It certainly would have been materially below the present price, and the cotton producers of the South would have again been face to face with dire consequences of 4- or 5-cent cotton. The acreage-reduction program took out of production, according to the Crop Reporting Board, about 4,247,000 bales. Most of this cotton has been plowed up. Some, however, has yet to be eliminated from production. I repeat that, before we may inaugurate further measures to remedy the present situation, we must be assured that every cotton producer has plowed up the cotton he has agreed to take out of production. The objectives of the present effort and the effectiveness of future plans will be determined by the manner in which producers carry out their present contracts.

## Cotton Surplus

We have succeeded in making a drastic adjustment in the production of this year's crop. Yet the problem of a burdensome surplus remains. The influence of this surplus upon price—to my mind the greatest single influence—is adverse. And even though, through the cooperation of cotton farmers, more than 4,000,000 bales of the potential supply have been removed, the problem, due to

this surplus, is still acute. The Agricultural Adjustment Administration recognizes that fact. We have not become blinded by the success that attended the initial effort to procure farmers' cooperation in the application of the broad powers of the Agricultural Adjustment Act.

Nature was bountiful in the Cotton Belt this season. The third largest crop on



Cully A. Cobb.

record would have been harvested had it not been for the reduction campaign. I recognize the paradox of lamenting over plenteous harvests. But it is none the less a fact that the record crop this year, which will yield around 12 million bales even after 4 million bales are destroyed, has adversely affected prices. That fact strengthens and emphasizes the obvious necessity for continuous planning and the adoption of a sensible control over future production of cotton.

So it is not true at all that this acreage-reduction program has not succeeded because of what we all hope is only a temporary recession in prices. Taking the broader view, the benefits from eliminating 4 million bales of cotton from production this year will be spread over the years to come. That 4 million bales of cotton cannot compete with the crop this year, or the next, or the next.

Of course, the cotton farmer is going to measure the success of this program by the yardstick of price. I know that. But the measure should be in terms of what the price would have been had

there been no program. The price received for this year's crop is of the utmost importance to all. This great program for national recovery cannot succeed if the income of one large and important group lags behind. That is understood and suggests that we must continue to look to the future and to strive to attain that balance in the production of this great commodity that will bring a fair and just return to the individual whose toil and investment produces it.

We are trying to find a way to more nearly achieve the immediate results desired and at the same time plan for the future.

Secretary Wallace, recently returning from a tour of the South, found a widespread desire upon the part of the cotton producers to continue their cooperation with the Government in working down present excessive supplies and preventing them in the future. He and officials of the Agricultural Adjustment Administration have received scores of telegrams and letters from cotton producers deploring present prices and urging that immediate action be taken in launching remedial measures.

## Definite Program

These pleas are not falling upon deaf ears. They are most welcome. We regard them as assurance that, whatever plans are devised, cooperation will be wholehearted. So in Washington we are considering a program for the continuation of the adjustment of cotton production for the next 2 years. Numerous suggestions and plans have been submitted from responsible representatives of the cotton farmers. This is desired and is as it should be. It is not an easy and simple thing, however, to work out a satisfactory program. There are many things to be considered. As soon as it is possible, a definite program for next year and the year following embodying the expressed desires of the growers will be taken to the field. Then it will be the responsibility of individual producers to take hold of this new plan with the same enthusiasm and cooperative spirit that characterized the campaign just concluded.

Cotton is beginning to move to the market throughout the South. Producers have been saved from ruinous prices by their cooperation in the reduction campaign. It should be remem-



bered that if the 16½ million-bale crop that was in the ground had been harvested, prices would undoubtedly have gone down to a point which would in all probability have been the lowest in his-

have been taken out would have forced the price of cotton down to a level that would have been ruinous to all cotton growers."



Four-mule team and all-purpose tractors destroying cotton on the farm of William E. Morris, Corpus Christi, Nueces County, Tex.



Four-mule teams in cotton field pulling 2-row stalk cutters and middle-busters, destroying cotton.

tory. In fact, such a crop added to the present carry-over of around 12 million bales would have resulted in a supply of cotton for 1933-34 of approximately 28 million, or 2 million above the record supply of previous years. Let me quote again from the Crop Reporting Board. This group of students of cotton has studied price and production trends in cotton for a number of years. On August 8 they said: "It seems obvious that these 4¼ million bales that

There is still an excessive supply of cotton. That makes emphatic the necessity for future planning. We did a bold thing this year in destroying 4 million bales of cotton. Definite benefits have resulted. This must be obvious to every thoughtful individual. Whatever the form of the plan for the future, it must eventually bring to the farmer a fairer



William E. Morris, first cotton grower to receive a check for complying with his contract, is congratulated as he finishes destroying the growing cotton taken out of production on his farm.

return for his toil. Moreover, it will require the same faith and courage with which cotton producers and their leaders met the earlier challenge. Our present situation and the results of the acreage-adjustment campaign emphasize the necessity of carrying on. We have made only a beginning, and among the most valuable of the achievements is the development of a strong and effective group of cotton producers who are ready to execute the new plans, and a will to join in a unified effort to that end. This group will be given an early opportunity to test again their powers for working together in a common cause.

## Illinois Improves Dairy Herds

How progressive Illinois dairymen are getting larger returns from fewer and better cows and at the same time putting less milk on the market through following recommended herd practices is shown by the Ogle County Dairy Herd-Improvement Association.

"The trend toward fewer and better cows and the balancing of market supplies of milk is gaining each year on

some 1,100 Illinois farms where the herds are under the supervision of 1 of the 52 dairy herd-improvement associations operating under direction of the dairy extension division of the agricultural college", reports, J. G. Cash, assistant in dairy extension in Illinois.

"One of the two highest producing herds in the Ogle County association has been under dairy herd-improvement association supervision continuously for 10 years. The other high-producing herd was assembled just 2 years ago, but every

one of the heifers that was purchased came from a herd that had been under dairy herd-improvement-association supervision for several years. Of the 4 lowest producing herds all had been tested for the past 2 years and 2 for the past 3 years. Some had been tested for a year several seasons ago, but they had not followed the continuous program so necessary for maximum returns from dairy herd-improvement association work."



# Farm Women and Agricultural Adjustment

C. W. WARBURTON

Director of Extension Work, United States Department of Agriculture

**T**HE FARM woman is vitally interested in the new agricultural adjustment plan. She wants to know what it is all about and what it offers to her individually. The question she is turning over in her mind is, "Shall our family get in on this new plan and receive the benefit payments, or would it be better to be cautious, to do nothing right now but wait and see?". It is a big question and is occupying the center of the stage in home-demonstration clubs wherever production control plans are under way.

The farm income means more to her than to anyone else. She is the one who has to stretch the dollar to meet the family needs. She is a past master at stretching the income to amazing lengths. Several years ago a magazine article carried the statement that the Bureau of Home Economics was doing some work on budgets. The Bureau was deluged with letters—hundreds and hundreds of them, more than they had ever received on any one subject before. There were letters from all sorts of women and from all parts of the country but all with the same refrain "Please tell me how to budget so I can give the family what they need." Many of the letters painstakingly gave all the facts of necessary expense and income. Often the money coming in was so meager that budget specialists could only sorrowfully acknowledge that the families were beyond budget help. After all it takes an income to work a budget, and that is where the rub comes with many farm families whose income has almost reached the vanishing point.

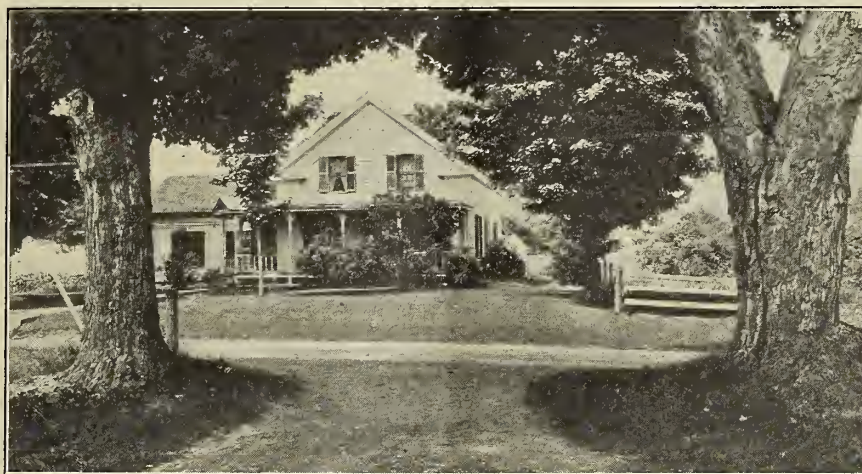
The whole story of the Farm Adjustment Act is to increase the farm income; to permanently increase the profit possible in farming, and temporarily to help

out this year by making the benefit payments if the farmer agrees to cooperate.

## Women Plan

It is easy to see that a check from the Government would make many things possible this year. Many a woman living on a farm which is now signed up to cooperate and reduce acreage already

profit in farming; and price depends upon factors which the farmer now for the first time has an opportunity to control. The Agricultural Adjustment Act gives farm men and women a chance to be masters of their own fate by showing them that supply controls price, and therefore production must be controlled.



**H**ELPING FARM families to secure the greatest return from their money income, their time, and physical assets is a service many extension workers will continue to render farm families this fall and winter. Film Strip Series 317, *Economic Facts for the Farm Home*, which contains pictures, charts, and reading material, has been assembled to assist extension workers in presenting visually some answers to economic problems of the farm family.

knows how she wants to spend the extra money, which has not added a single hour of labor to her already overburdened day nor to that of her husband. Some of the money will go to pay off old debts which have been hanging overhead like a dark cloud; some will provide much needed medical attention; and some will buy shoes and stockings for the children. In fact, the checks will be used in hundreds of different ways, but it is safe to say that in no case will the extra cash come amiss in the family budget.

In addition to this temporary aid, the adjustment plan aims to put farming on a profitable basis by making the fundamental facts of supply and demand clear. It isn't how long and how hard the farmer works, how bent his back, gnarled his hands, nor yet how thrifty his wife that determines his profits in farming. It is the price for which he can sell his farm produce that determines

profit in farming; and price depends upon factors which the farmer now for the first time has an opportunity to control.

"The farm home maker frequently serves as a balance wheel in deciding farm problems. She possesses the power to inspire her husband with enthusiasm and ambition to achieve. The farmer is prone to become discouraged until he himself catches the vision and begins to see the results. When his wife gains a full understanding of the plans of the acreage-reduction program, it will mean in many cases that the husband will be more willing to cooperate because of her understanding and encouragement."

Every single farm woman has a right to know and understand the new agricultural adjustment plan whether she wants to take part or not. She should know that here is an opportunity to take part in a pioneer movement, a movement whose sole aim is to give more income and leisure for farm men and women.

"Unless this principle of controlling production to make agriculture prosperous is understood the effort will have been in vain", says M. L. Wilson, Chief of the Wheat Section of the Agricultural Adjustment Administration. Since this is true, farm women as well as farm men must understand the situation and believe in the principles involved.

Home-demonstration agents have been quick to see the importance of farm women in the agricultural adjustment scheme. Lemna O.



## Leon S. Merrill



Dr. Leon Stephen Merrill, dean of the College of Agriculture and formerly director of the Extension Service of the University of Maine, died at the Eastern Maine General Hospital, Bangor, Maine, Sunday, September 3.

Although he was internationally known because of his service to the Odd Fellows Lodge as Grand Sire in 1927 he is best remembered by Maine people for his long career in the interest of agriculture and for his work as Food Administrator during the World War.

Dr. Merrill went to the University of Maine in 1910 to direct the extension activities for the College of Agriculture. Early in 1911 he was elected dean of the College of Agriculture, a position he filled with distinction until his death. He served as director of the Maine Extension Service until January 1931, when he resigned. His associates in the United States Department of Agriculture and in the States considered him as one of the strong extension directors in the United States.

With his appointment as dean Dr. Merrill became a member of the committee on administration for the institution, a position he has continually held. In 1922 the University of Maine conferred upon him the degree of Doctor of Science. He was a member of Alpha Zeta and Phi Kappa Phi, both national honorary scholarship societies. He has held membership in various national and State educational and scientific societies. In Bangor he was identified with the Rotary Club and the Century Club.

Soon after graduating from Bowdoin Medical College in 1889 Dr. Merrill was

engaged in the retail drug and paint business until 1909. Also from 1892 to 1909 he was general manager of an extensive milk and milk products manufacturing and distributing business. In 1909 he retired from private business, except that from 1913 to 1920 he served as a director of one of the largest milk concerns in New England.

Prior to beginning his service at the University of Maine Dr. Merrill was State dairy instructor for 3 years.

President Harold S. Boardman, of the University of Maine, made the following statement concerning Dr. Merrill: "In the passing of Dean Merrill the university faculty has lost one of its most loyal and valued members. Only those who were closely associated with him, as I have been for over 20 years, can have a real appreciation of those sterling qualities with which he was endowed. A tireless worker, he was always ready to meet the many obligations which his position demanded. A clear thinker, he was ready with advice upon critical problems. Organization and efficiency were his pride, and he accomplished much under difficulties."

"He did not wear his heart on his sleeve, and few people knew of the warm sympathetic nature that lay beneath an apparently stern exterior. He was intensely loyal to all those associated with him and was always ready to fight for a principle which he believed to be right. His faculty and the students in his college knew that whatever his decisions he would give them a square deal. From a personal viewpoint, I feel that I have not only lost a valued fellow worker but a real friend."

Dr. Merrill was 69 years of age. He leaves a daughter, Gladys Merrill, Orono, and a son, Dr. Earl S. Merrill, of Bangor. His wife, Alice Estelle, died in 1927.

## Study of 4-H Families

A special analysis of data gathered from 900 Wisconsin farm families in connection with a recent study of standards of living was made by E. L. Kirkpatrick, of the University of Wisconsin, to try and answer some of the questions about 4-H club work such as: What proportions of the counties actually have club work? How many boys and girls of particular localities are being reached through membership? What types of families are the club members connected with; that is, to what degree do they represent typical farm families? Are they themselves strikingly different from non-club members in other families in

respect to organization and other activities?

The study brought out some very interesting facts concerning the families of 4-H club members. About 10 percent of the eligible families in this group were reached by club work. The 4-H families seemed similar to the other families in the group when compared on the score of family composition, formal schooling, economic standing, and activity levels. The 4-H families scored slightly higher.

Concerning the significance of the study Dr. Kirkpatrick says:

"The study indicates the desirability of distributing the activities more evenly, to reach all localities in given counties. For example, one county which was winning State and national honors in 1930 showed only one club member in the locality (two townships) included in the study. The study also raises a question of the need for more attention to families of the lower economic and activity levels."

"The number of families here considered is too small to warrant final inferences or conclusions. Some of the differences for the 4-H and non-4-H groups may be due to chance. Others may apply only to those families in a given situation."

"Allowing of these and perhaps other limitations, the study suggests the need of further attention to club work in certain counties. This may mean the working out of new ways of arousing interest in counties which as yet have not been reached effectively with 4-H activities."

## Loans Help Extension Work

The fact that seed-loan applications have been made through county agricultural agents has furthered the extension program and, at the same time, made the money loaned of more value to the borrowers report county agents in Michigan. Casper Blumer, of Alcona County, says: "Seed-loan activities have presented an ideal opportunity to disseminate information on improved agricultural practices." Agents have had an opportunity to reach individuals who have previously been hard to contact, and they have been able to induce these individuals to adopt such improved practices as the use of better cultural practices and improved seed, the use of marl, and the starting of alfalfa on farms where it has not been planted before. In general, it appears from the reports that farmers who have made full use of the extension service are not the ones who find it necessary to make applications for seed loans.



# Illinois Livestock Cooperatives Meet Changing Conditions

**E**VEN A SYSTEM of cooperative livestock marketing which saved the farmers of one State as much as \$1,167,750 as recently as 1925 must be regeared to meet changing conditions if it is to continue succeeding in these days of adjustment.

Illinois, the country's second leading livestock State, is the State where proof of this is found. The most recent available figures show that livestock and livestock products in 1932 brought farmers of Illinois a gross income of \$175,267,000, a total exceeded only by Iowa.

Being a leader in livestock production, Illinois might naturally be expected to have taken the lead in the development of cooperative livestock marketing. So true is this that by 1925 there were approximately 500 local cooperative livestock marketing associations operating in the State as a result of the combined efforts of the Extension Service, College of Agriculture, University of Illinois, the Extension Service of the United States Department of Agriculture, and other agencies.

## *Profit of a Million Dollars*

These associations apparently made more than a million dollars for their members and patrons in 1925 alone. That year they shipped 25,950 carloads of livestock. Allowing 18,000 pounds as the net weight per car, the total would be 4,671,000 hundredweight. Estimating savings in marketing expense through the associations as only 25 cents a hundredweight, the total was \$1,167,750. This was the equivalent of \$2,690 for each of 434 associations reporting in a special study made by the Illinois Experiment Station, or \$14 for each member, estimating 190 members in each association.

Then trucking and local livestock markets began to make themselves felt. The result was that by 1932 there were less than 200 local cooperative livestock marketing associations operating in the State.

Some idea of the changes that led to more than half of the State's cooperative livestock-shipping associations going out of business can be judged from the fact that an estimated 30 percent of Illinois hogs moved direct to market in 1932. In its 1932 annual report the Illinois Experiment Station estimated that at least 800,000 Illinois hogs moved through local livestock yards in 1931 with 400,000 going direct to local packers. This was a total

of 1,200,000, or approximately 26 percent of the total marketed from the State. Revised data by the United States Department of Agriculture report 17.9 percent of Illinois hogs marketed direct in 1931 and 24.6 percent going direct in 1932. The Department of Agriculture first began to contact the local markets in 1931, and it is possible that some local operators have not yet reported their full volume. To bring the changes still closer down to date, it is estimated that in June 1933 less than half of the hogs received at the Chicago Union Stockyards were actually available to buyers on that market, the remainder being hogs which the Chicago packers had already bought at country yards.

## *Soundness of System*

That approximately 200 local cooperative livestock marketing associations of the State have made adjustments enabling them to survive these changes, at least temporarily, is seen as a credit to the soundness of the system. One of the most recent moves of the cooperatives is the development of associations on a county or district basis with a local stockyard as an operating base. At the present time, there are about eight such county or district associations affiliated with the Illinois Livestock Marketing Association, which is a member of the National Livestock Marketing Association, and in addition there are two or three others operating independently of the State association. The Illinois Livestock Marketing Association, with headquarters at Decatur, attempts to sell hogs for all affiliated yards or aid them in disposing of their hogs to best advantage.

Use of the contract, or membership agreement, plan of operation is another adjustment which the local cooperative livestock marketing associations of Illinois are using in an effort to cope with some of their problems. Five of seven small associations included in a special study made by the Illinois Experiment Station reported favorably on the contract plan. It is believed that in the other two associations the plan was not given a chance to show whether or not it really had merit.

## *Contract Plan*

Adoption of the contract plan offers two possibilities of meeting an unfavorable situation for the local cooperative livestock marketing association. First,

it gives the association a definite line on the attitude of each patron interviewed, and, second, the educational work necessary in signing up patrons on contract, with the improved membership relations which can be developed from these contacts can be used to materially improve association operation.

The Winona association is a case in point. Volume of shipments nearly doubled the first year the contract plan was adopted. When the contract was first considered, two of the directors said they would not sign. However, they did sign later, and by the end of that year 126 patrons of the association had followed their lead and signed. The contract, plus the educational work that goes with it each year, is given credit for saving the association.

Adjustments which are now being made by cooperative associations mark another step in the development of Illinois livestock marketing. In all that development the University of Illinois, through its extension service, experiment station, and college of agriculture, has played a prominent role. H. W. Mumford, director of the extension service and experiment station and dean of the college, while acting as director of livestock marketing for the Illinois Agricultural Association, served as a member of the Committee of Fifteen from which evolved the producers' cooperative selling agencies on a large number of terminal markets. Even before that, the college had conducted historic studies in market classes and grades of livestock, the results forming a basis on which the national livestock market reporting service was later largely developed. Other aspects of the marketing work have followed. Today, with adjustments in the livestock marketing field coming faster than ever before, the extension service is looked to for facts which will help steer developments along a safe course.

**A**N INSIGHT into the grading system used at the principal livestock markets, together with first-hand information on the breeding and feeding of beef cattle, was obtained by more than 4,900 North Dakota cattle raisers who attended a series of 48 beef-grading demonstrations. The meetings were conducted by local extension agents in 13 counties with the assistance of George J. Baker and Dr. J. T. E. Dinwoodie, extension livestock specialists.



## Livestock Marketing Tours

**T**HE CONTINUAL contacting of large numbers of farmers with the marketing machinery in livestock marketing tours will gradually exert a steady influence on future livestock marketing developments," according to C. W. Hammans, extension marketing specialist in Ohio, where marketing tours have been steadily growing in importance in the last 2 years. During this period 8,000 farm men and women in counties near the principal livestock markets such as Cincinnati and Cleveland have inspected the markets. Five counties now have between 500 to 1,000 farmers who have made these trips.

Clermont County offers a good example of the value of market tours. Approximately 900 men and women have been members of 10 livestock market tours of the Cincinnati market during the past 2 years. H. M. Wilson, county agricultural agent, said: "Results were far beyond expectations. We believe that these trips constituted one of the most effective projects ever carried on in the county."

### *Livestock Marketed Cooperatively*

During the year 1931, 16,021 head of livestock were consigned by Clermont County to the Producers Cooperative Commission on the Cincinnati market. In 1932, 25,114 head were consigned, or an increase of 9,093 head over 1931 consignments. This number represented an increase of 36.2 percent for the year. The educational market tours conducted during these 2 years no doubt have assisted in creating a more favorable acceptance of cooperative marketing.

The degree of organization of the tour in the county means success or failure. Mr. Wilson's methods of adaptation to local conditions during the years 1931 and 1932 are worth noting.

The objects of the market tours are threefold: First, to study the mechanics of operation of the livestock market; second, to study livestock market grades and methods of sale employed; and, third, to study grades as viewed from the carcasses on the rails of a packing house. These were used as a goal for forming a county tour committee in 1931.

### *County Committee*

The county committee consisted of 3 representatives from the Farm Bureau, 3 from the Grange, and 1 from the Pure Milk Association. These men met with representatives of the Cincinnati Cooperative Commission Association and the Extension Service. A plan was adopted

whereby each member of the county committee agreed to set up township committees in two townships. Later all committee members were called together and plans were perfected for the various committeemen to sponsor tours from their various communities. As a result, 6 tours were held with an attendance of 245. Mr. Wilson summarizes the results: "The tours and other activities have brought about not only a considerable increase in cooperative marketing, but have also enabled many men to obtain better prices since they are now more familiar with market demands and the requirements of marketing topping of livestock."

### *Advertising the Tours*

During 1932 the plans were changed materially from those used in 1931. As a result, 4 tours were held with an attendance of 628. During this year the committees assisted largely in developing interest in the tours. Publicity mediums were principally relied upon to interest livestock producers in attending. Short press articles featuring different high lights of the tours were carried by local papers for 4 weeks prior to the tours. All farmers operating farms of 50 or more acres were sent a circular letter explaining the nature of the tours, in which was enclosed a return card to be used in making reservations. "Results were far beyond expectations. So many reservations were returned for the first tour", said Mr. Wilson, "that it was necessary to phone a number of people and request them to wait until a later date. Even then, 173 people attended this first tour in spite of an extremely rainy day." The county was divided into districts and a tour date assigned each. This tended to distribute attendance more equally for all tours. One of the tours was composed entirely of 177 high-school students. An appeal was made for women to attend the other tours. As a result about half the groups were composed of farm women. The tours seem to be strengthened whenever women are included for farm marketing is proving to be a family project.

During the present readjustment of livestock prices a knowledge of market operations, costs, grades, and price becomes even more important. In all tours the cooperative commission associations have acted as leaders of the tour groups and have provided the market information to the group while on the market. This leadership has had no small part in the continuing success of the tours.



W. E. Wintermeyer

## Dairy Extension Man Assigned for South

W. E. Wintermeyer, of the Bureau of Dairy Industry, has been assigned to the position of extension dairyman for the Southern States. His new duties will be to carry out the provisions of a cooperative agreement between the Bureau and the Office of Cooperative Extension Work in developing and coordinating dairy extension work in Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Oklahoma, North Carolina, South Carolina, Tennessee, Texas, and Virginia.

Mr. Wintermeyer has been with the Department since 1918, during which time he has served as dairy-manufacturing specialist in North Carolina, and more recently as associate dairy husbandman in charge of proved-sire work in the Division of Herd Improvement Investigations. He was reared on a farm in Pennsylvania and was graduated from Pennsylvania State College in 1915.

His assignment to the southern region fills a vacancy created several years ago by the death of J. H. McClain and permits the three other regional extension dairymen to return to more intensive work in their respective regions—the Eastern States, the Middle Western States, and the Western States.

**T**ERRACING is being promoted by extension workers in 22 States and is a 4-H club activity in 14 States.

**N**EARLY 13,000 South Carolina farm girls are in 4-H clubs this year learning all they can about successful home making. This is an increase of 3,000 over last year's membership.



# Cooperative Marketing of Livestock in West Virginia

ORGANIZED cooperative marketing of livestock in West Virginia began in Wirt County in 1922 with the establishing of a county livestock shippers' association. Since that time the organization has spread to 29 counties, embracing practically all of the major livestock-producing territory in the State. County associations are affiliated, in a State organization, and within the past two years West Virginia has joined with seven other Southern and Eastern States in setting up the Eastern Livestock Cooperative Marketing Association with outlets on the Baltimore, Jersey City, and Lancaster markets.

## Marked Benefits to Producers

During 1932, 2,429 farmers made 4,600 cooperative shipments of livestock, marketing 2,827 cattle, 44,679 lambs, 790 calves, and 370 hogs, with a gross sales of \$316,593.87. Farmers participating in these cooperative sales not only received the advantage of getting the maximum amount for their animals, but learned much about market demands and how to meet them.

Grading lambs at home and marketing the "tops" as they reached the desired weight and finish resulted in an extra "cold cash" gain to the producers of \$134,500 in face of the prevailing low prices of 1932.

## Supported by Extension Program

To meet the needs of the producers in marketing their products cooperatively the animal husbandry extension program in West Virginia has been designed to aid them in adjusting their production practices to market requirements.

Each spring for the past 8 years a lamb-improvement campaign has been conducted in the major sheep-producing counties to get the sheepmen to practice docking and castration, and to treat their flocks regularly for internal parasites. The importance of good breeding and proper feeding and management was also emphasized, and the sheepmen given an opportunity to place orders for high-grade purebred rams to be delivered in the fall.

Purebred ram special trains were operated in the fall for several years to deliver the rams which had been ordered during the spring campaign and throughout the summer, and to provide extra rams for those who had failed to place

an order. The trains were also supplemented by special purebred ram sales at strategic points.

Community ram days observed by all sheepmen in given localities for turning their rams in with the ewe flocks have resulted in more uniform lamb crops and facilitated cooperative marketing.

The Master Shepherd's Project outlines a procedure of the best practices in sheep husbandry. It is the aim to have one or more of the best sheepmen in each community enrolled in this project to demonstrate the value and importance of these practices to all other sheepmen in the community.

These activities have resulted in shipment after shipment of West Virginia lambs from all sections of the State topping the markets at Pittsburgh, Jersey City, and Baltimore.

## Pool Wool for Market

West Virginia sheepmen have not stopped at marketing their lambs cooperatively, but each year finds more of them pooling their wool for market. In 1932, the State pool contained 398,496 pounds of wool furnished by 2,138 farmers in 19 counties. Of this wool, 329,296 pounds graded clear medium and sold for 13.05 cents per pound, or a gain of at least 4 cents per pound above the general dealer price being offered. The State pool for this year contained 364,103 pounds, of which 317,157 pounds graded clear medium and sold for 30.57 cents per pound.

At each point where wool is taken up a specialist from the Extension Service does the grading, which is conducted as a demonstration for the benefit of the sheepmen to give them information on how to improve the quality of their wool.

## Meets Changing Conditions

Cooperative marketing has kept the producers in close touch with market demands and enabled them to change their practices accordingly. This is particularly noticeable in beef cattle production. A few years ago the beef cattlemen marketed practically all their cattle as 3-year-old or 4-year-old steers, but they have found that this is no longer profitable and are shifting their system to a cow-and-calf basis and marketing their animals young as feeder calves.

It is the aim to make these calves weigh about 500 pounds at 6 months of

age, supplementing grass while nursing with grain and selling each feeder while it is still carrying its "bloom." The producers have found that they not only make cheapest gains in this way but that the calves at this age and weight are in greater demand and bring higher prices.

To encourage this plan of beef-cattle production in West Virginia, the annual spring improvement campaign has been broadened to what is now known as the "calf-and-lamb-improvement campaign" with the major emphasis on the beef-cattle program, as the sheep program is already well established.

Supplementing the campaign, four sectional feeder-calf shows and sales are conducted for the benefit of demonstrators who are working on this new basis. Each demonstrator enters into an agreement to follow certain prescribed practices that result in a high-quality product.

Thus, it may readily be seen that the cooperative-marketing program and the extension-animal-husbandry program are closely related. In fact, the two go hand in hand; neither would succeed so well without the other; each supplements the other, and both are parts of the whole.

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4-H CLUB GIRLS of the three nearby counties served a dime luncheon to the State Federation of Women's Clubs in Richmond, Va., which furnished a fine example of the theme of their meeting, "Thrift." They served 200 at a cost of slightly under 10 cents a plate. The 30 girls did all the work, buying the food on Richmond markets, preparing and serving the meal, and finished by singing to the club women:

"We've practiced thrift the whole year through  
And now we're trying it out on you."

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ACADIA PARISH, La., has 16 canning kitchens running practically every day each week and with some in operation at night, according to Mrs. Erin D. Canan, home demonstration agent. The Iota kitchen has been operating both day and night with a total of 6,000 cans of vegetables put up in one month. So interested are the women in these canning centers that many of them walk miles carrying their vegetables to be canned.



## Census Figures Show Farming Changes

*This study of the changing agriculture of Benson County, N.Dak., in the light of the long-time extension program was made by County Agent H. W. Herbison. The first regular county agent in Benson County was appointed December 1, 1922, and Mr. Herbison came to the county as agent on April 1, 1928.*

**C**OWS, sheep, and hens, sidelines to crop raising 10 years ago in Benson County, now bring in a half million dollars annually to its farmers in addition to their crop income. This picture is obtained from the progress picture of livestock changes in the United States Census figures for 1920 and 1930 in Benson County.

Exclusive of beef cattle, hogs, and turkeys, income increases from dairy products, eggs, butterfat, lambs, and wool amount to \$200 for each of the 1,771 farms in Benson County. If income from beef cattle, hogs, and turkeys were considered, it is safe to assume that the average increased income per farm in the county would be more than the \$200 figure; but because of inability to obtain accurate statistics on these latter they are omitted. The minimum increase in livestock income now over that of 10 years ago is \$350,000 and using a fairer price ratio would normally amount to a half million dollars or more.

Three times as much livestock income is now received by the average county farmer as 10 years ago. This bears out the statements made by our older settlers to the effect that many of our farmers and their families would not have been able to live here during the last year or two if they were to go back to their livestockless farming days. While drought and grasshoppers have added still more to the burden that depression has saddled on our farmers, the livestock income, small though it may be through prevailing prices, is keeping what activity goes on a-going.

### Dairy Income

Fewer cows are making more money now than 5 years ago in the county, as the number of dairy cows has decreased from 1925 to 1930 while milk and butterfat production has increased during the same period. From 1920 to 1925 an increase of 200 percent was made in dairy-cow population in the county. From 1920 to 1930 butterfat production increased 250 percent and income proportionately. Closer culling, testing, and better feeding and breeding the past few years have done much to bring down the cost of production per pound of butterfat on our farms.

Income from lambs for the county increased 250 percent during this 10-year period, or an annual increase of \$100,000 for the county. Wool production has increased 300 percent and income from wool \$25,000 per year in 10 years.

Egg income increased 230 percent during the 10-year period, or about \$28,000 increased egg revenue. Poultry marketed should run along in the same proportion. Turkey marketings are hard to allocate correctly, but we know that many thousands of dollars more per year are coming into the county than previously from this source, as well as from hogs and better finished and marketed beef cattle.

### 600 Percent Alfalfa Increase

In connection with livestock income increases from 1920 to 1930, the acreage in feed crops and their utilization in the county have been keeping pace. Alfalfa acreage in Benson County increased 600 percent during this 10-year period, or an increase in hay values in alfalfa of \$100,000. Sweetclover acreage has increased 250 percent, a healthy increase considering that sweetclover was nearly established as a common crop on the majority of farms in 1920 with some acreage.

### Corn Acreage Trebles

Corn acreage in Benson County increased 250 percent during the 10-year period 1920-30, making it the heaviest corn-growing county in what is known as the lake region counties. Increases of 25 percent in acreages have been made in each of the years 1931 and 1932 bringing the acreage of that crop up to three times what it was in 1920. With increased acreage of corn have come improved methods of cultivation, variety, and seed selection, and the utilization of crop methods, until corn is now considered one of our major feed crops on our livestock farms. We still have far to go, as our livestock population will justify a great increase in corn production now that we have reached the stage where corn is felt to be a reasonably safe crop to grow here.

While feed crop acreage has increased, pasture acreage per farm shows an in-

crease of 12 acres per farm, or 12½ percent, in 10 years. Carrying capacity per acre of pasture has more than doubled in this same period through the use of sweetclover, and now we find that we are extending that capacity with the combination of rye and sweetclover to make pasture a month earlier in the spring and later in the fall with resultant lowered costs of production of livestock products and energy.

Barley acreage increased an average of 23 acres per farm, or just double what it was 10 years ago. Benson farmers feed barley extensively in supplementing clover, alfalfa, and ensilage in producing butterfat, lamb, and beef. Barley is the principal hog feed.

### Cash Crops Holding Own

While livestock strides have been made cash crop acreage has either held its own or shown an increase in 10 years, with the exception of rye. Ten years ago Benson County produced an average of 80 acres of rye per farm which is now down to 16 acres on the average and getting smaller as a cash crop, its principal use being that of pasture or weed control. The 64 acres per farm formerly planted to rye have largely been devoted to the growing of corn, clover, and barley. Flax acreage has been maintained at its level of 10 years ago through good crop rotation and disease-resistant strains of seed. Durum and other wheat acreages have increased in Benson County in keeping with a gradual increase in the size of farm managed by each operator.

### Third Less Horses Kept

Horse population has decreased one third, or by four horses per farm, in 10 years. Some of this decrease has been brought about by better distribution of labor and cropping schedules, and some through an increase in use of power equipment on larger acreages operated by farmers now as compared to 10 years ago.

That the extension program and general farming system resulting from that program in the county has borne fruit is shown in the foregoing résumé of progress. This progress is based on a long-time program of livestock improvement and crop improvement, and the last 2 years in particular around the feeding and finishing of livestock. We feel that the county, despite depression and debt on most farms, is in a good position to go ahead very rapidly in both livestock and crop directions when normalcy is reached.



# Club Work Influences Livestock Industry

*Just how much can a local 4-H club influence the agricultural practices of the community? The following three stories from widely separated parts of the country give answers to this question from the standpoint of improved livestock production*

## Club Members Supply Breeding Stock

**4**-H PIG CLUB WORK in addition to the educational and economic value to the members themselves has made a worth-while contribution to the agriculture of Louisiana in making good breeding stock available to farmers", states G. L. Burleson, extension husbandman in Louisiana. "Purebred hogs have been introduced into communities where except for pig-club work there would still be nothing but scrubs. Pig-club members have seen fit to go ahead when adult breeders have been either discouraged or attracted to other phases of farming. This fact is shown not only by county agents' reports but is a common observation by those in close touch with the livestock industry."

To prove his point, Mr. Burleson made a study of a pig club started in 1922 in East Baton Rouge Parish with 4 members and 5 Poland China pigs, 1 boar, and 4 sows. The boar, Yankee Model, proved to be a good one and during the next show season was first in his class, and was made senior and grand champion wherever he was shown. Records from the Donaldsonville fair association show that during the years 1924 to 1927, inclusive, for the two Poland China sow pig classes 8 first, 7 second, and 5 third premiums were paid to exhibitors. Of these, 7 first, 6 second, and 5 third premiums were daughters of Yankee Model. In the 2 boar pig classes, 7 first, 5 second, and 6 third premiums were paid. Of these, 6 first, 3 second, and 4 third were sons of Yankee Model. All champions, sows and boars, were sons and daughters of this boar with only one exception.

In the spring of 1925, 5 Poland China gilts and one boar were purchased by pig club members in Ascension Parish from pig club members in East Baton Rouge Parish. By the end of the fall breeding season, records show that this boar served more than 100 brood sows for club members and farmers in the community where he was kept.

During 1928-29 breeding stock for pig club work in St. James Parish was pur-

chased in Ascension and East Baton Rouge Parishes. In 1930-31 Livingston Parish purchased breeding stock for pig-club work from St. James and Ascension Parishes. Through club work, there was a movement of Yankee Model breeding from East Baton Rouge to Ascension, St. James, and Livingston Parishes.

The records of the Poland China show at Donaldsonville indicate that practically all the top money was won by club members in East Baton Rouge Parish during the years 1924-27, and that beginning in 1928 and continuing through 1931 the winning began to be divided among the different parishes that had obtained and were showing pigs of Yankee Model breeding.

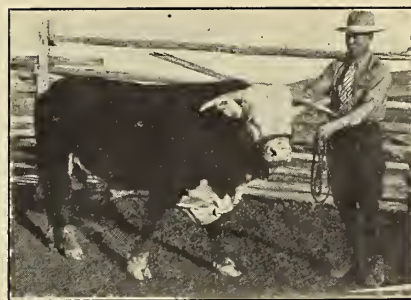
Pig-club members of East Baton Rouge Parish have shipped more than 100 purebred pigs to club members and farmers in Louisiana as well as 7 pigs to Cuba to be used as foundation stock. Club members in Ascension Parish have sold purebred pigs into 36 Louisiana parishes, 5 other States, and exported 6 animals to Cuba.

This section of Louisiana is now known as a "Poland China" section; but it all dates back to 4 pig-club boys who made an excellent club record with their animals more than 10 years ago.

## Club Improved Range Cattle

**I**MPROVING the quality of range cattle in Moffat County, Colo., is one of the major projects of the county. As a part of this program, a 4-H Hereford Cattle Club was organized 3 years ago. The first year there were 19 members, all sons and daughters of cattlemen, who started with registered heifers.

In 1931 they bought 23 additional yearling calves and last year they added a total of 24 more head. Members of the club purchased a purebred bull early in 1932 on a 4-year plan, each club member paying assessments according to the number of breeding animals owned. The calves born a year ago were sired by this bull. All the bull calves are sold to northwestern Colorado stock-



County agent and bull which club members in Moffat County bought.

men looking for quality bulls for their range herds, and in this manner the club is making a real contribution toward the improvement of range cattle throughout their section of the State. There are now 62 head of quality breeding stock owned by the 26 members of the 4-H Hereford Cattle Club.

## Boys Breed Bacon-Type Hogs

**L**UBBOCK COUNTY, Tex., has been working intensively on the raising, killing, and curing of a home supply of meat as a part of the live-at-home program. The 700 choice hams and pieces of bacon exhibited at the Lubbock Show last year was a visible proof of the success of the program. Ham and bacon are making Lubbock famous in that part of the country. One of the first problems confronting the agent was the development of a more desirable type hog, the bacon type. It was decided to use the 4-H clubs as a means to attain this end. Nine boys wanted to enter the breeding business, and the Kiwanis Club lent money to them for the purchase of purebred Hampshire gilts back in 1929.

Five of the nine boys who undertook the enterprise are now established Hampshire hog breeders. There are now 800 Hampshires in the county where there had been practically none before the boys started raising them. Cecil Hart had raised 175 pigs and is still breeding and selling Hampshires. He showed 17 pigs as cured meat at the Quality Meat Show last year. Three former club members sold out their stock to farmers who are breeding quality pigs. All, except one, of the original animals are still furnishing breeding stock for Lubbock farmers.

**N**ORTH DAKOTA home makers' clubs celebrated a decade of development in their summer achievement-day programs. In the 10 years these clubs have grown from 48 clubs and 953 members to 492 clubs and a membership of 8,285 farm women, working in practically every county in the State.



## Humanize the Curve

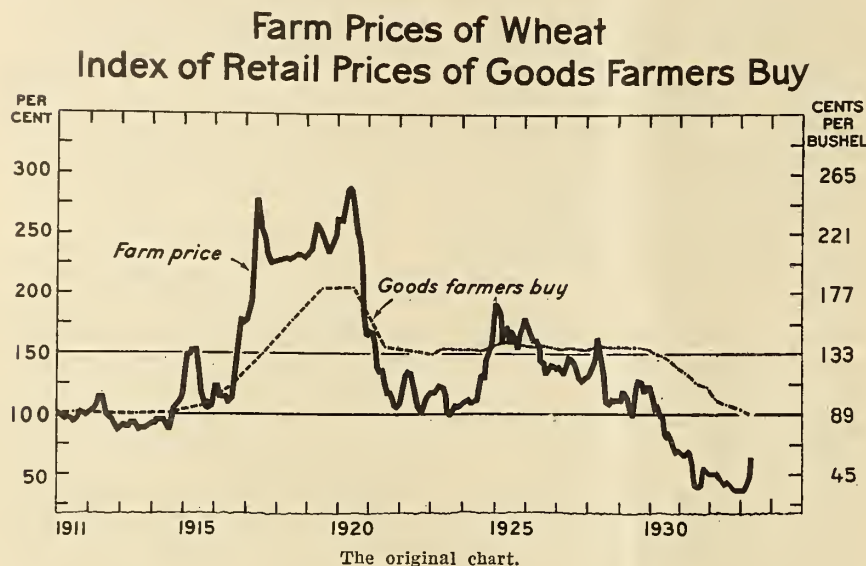
GRAPHS, CURVES, and diagrams are extensively used by extension workers, particularly in an attempt to visualize statistics. Economists make much use of this manner of presentation both in bulletins and talks. It is almost impossible to visualize the economist without his accompanying roll of charts.

Whoever first used the graph as a method of interpreting statistics did a good service. When there are not too many interlocking, crisscrossing curves on the same chart, charts help at least in making one economist understand another; but to the farmer audience they are often quite as bewildering as an array

of laboratory equipment is to a non-scientific person. After watching farmer audiences in their reactions to economic trends as shown by graphs, an observer asked the Division of Visual Instruction and Editorial Work in the Federal Office of Cooperative Extension Work, "Is that the only or the best way to present these facts?" He brought half a dozen charts in common use and said, "Now, I think I understand these, at least in part, but my observation is that the average farmer audience does not and simply goes to sleep on the speaker when he uses them. Can't the story be told more simply by the means of pictures or objects, something besides this interminable array of 'curves?' See what you can think up."

Below is the result which has been tried out on a number of standard charts in common use. When the inquirer who projected this attempt was shown the result, he was enthusiastic. He said, "You have got the idea; I call that humanizing the curve. It has infinitely more teaching power."

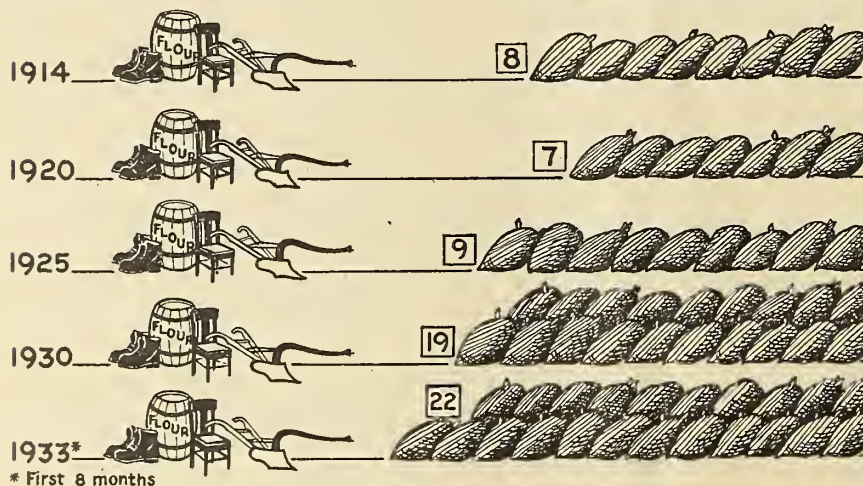
Try this plan out in some of your chart talks and note the improvement in interest on the part of your audience.



## Buying Power of Wheat

### Articles Farmers Buy

### Cost in Terms of Wheat (Each sack holds 3 bushels)



The chart "humanized."

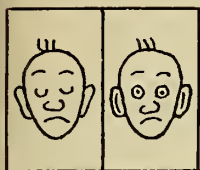
## Publications Are Good in Kansas

Kansas extension publications won sweepstakes for highest total score in the annual exhibit of informational material held in connection with the twentieth annual meeting of the American Association of Agricultural College Editors, held in Urbana, Ill., July 25-27. The classes in which the publications were placed were: popular bulletin, technical bulletin, general publication, periodical, published newspaper story, published feature or human-interest article, syndicated press service, weekly service of short paragraphs, direct radio service, radio syndicate service, circular letter, photograph or series of photographs, film strips, and informational material prepared for a single project or activity.

THE 4-H club movement has reached China. Chinese writing does not have an alphabet, so the character for "progress" or "going forward" is used and the clubs called the 4-Progress Clubs. They are being organized by an agricultural mission in north China.



# Cartoons Teach Insect Control



"My attitude in any program is that what is spoken often goes in one ear, right straight through and out the other, and so is lost.

But when we appeal to the vision, what is seen enters at the eye, and since there is no way for it to escape at the back of the head, it sticks," explains R. R. Reppert, Texas extension entomologist, as he quickly draws a large picture of a gentleman with high ears and wide-open eyes in one of his chalk talks famous in his part of the country. Famous, because you leave with a chuckle and some way or other, you can't forget his pictures of the chewing head of the grasshopper or the sucking turnip louse.

Not only has Mr. Reppert aroused a great deal of interest among Texas farmers by his entertaining chalk talks and cartoons, but he has taught many of the county agents how to do the same thing. To help them get started he has prepared a chalk talk on insects and their control. He says that success lies more especially in the ability to talk rather than in an ability to draw with ease. If you can talk, and most county agents can, Mr. Reppert has a method of supplying the art.

Master sheets of Reppert's cartoons can be obtained from the Texas Extension Service, or any other cartoons available can be used. The master sheet has heavy black lines. A rough grade of heavy manila paper is best, but large sheets of ordinary printing paper can be used for drawing. The sheet to be used for the talk is placed with the master sheet on a large window and the cartoon traced off with a yellow pencil or light lead pencil which will not show at a short distance. A wood-covered pencil giving a lemon-yellow mark is best for this. The wax crayon mark is liable to reflect the light but can be used if there is nothing else available. For the chalk talk, lecturer's chalk crayon 1 by 1 by 3 inches is most desirable, though lumber crayon answers fairly well.

With a series of about eight sheets most of the important points in practical control are developed by Mr. Reppert in his suggested chalk talk. To talk and draw at the same time in a connected way is difficult at first, but he assures would-be chalk talkers that a little practice enables an agent to do it.

For a long time Mr. Reppert has been interested in visual aids. Actual objects, photographs, motion pictures, film slides, charts, and graphs have all been used and have proved valuable. But all of these without supporting features, he thinks have often been altogether too serious and too technical to sustain interest. "However one may decry the fact, it is nevertheless true that the mental attitude of the present age is one demanding entertainment, and a little fun", he continues. "I, myself, confess

1922 to urge a thorough clean-up of the cotton fields of Texas to reduce weevil infestation the following season. The boll weevil assumed a personality with a hat, a cane, and a pipe, and through his conversation told of his habits and control methods.

Uncle Billy Boll Weevil, a philosophical old man appeared in The Bugville News, a series of articles appearing in the Progressive Farmer. His doings as well as Sammy Plum Curculio, a Jewish Merchant; old General "Lep" Potato Beetle,



The weevil's gonna getcha if you don't watch out.

to enjoying the comic sections of the newspapers. They amuse, they entertain, and most of them convey an element of instruction along some line or other, sometimes philosophical, or even ethical.

"Entomology, dealing with life so small that it often escapes the notice of any but the most observant, is at best a difficult subject to present. Even the facts related to control, in which farmers, gardeners, and orchardists are vitally interested, are hard to present in a manner to hold the attention. Therefore, anything that will create interest should be especially welcome in this subject."

One of the first Reppert cartoons to capture the public fancy was that of Uncle Billy Boll Weevil introduced in

a veteran of the Battle of Potato Hill; and others were reported by Jimmie Treehopper, an enterprising special reporter. Says Sammy Plum Curculio in The Bugville News:

"Uncle Pilley Poll Weevil ain't got de living vat vunce he had, vateffer goot pitzness man he was. He vas some relations uff mine you know Chimmie and so he got goot pitzness head. Twenty percent he takes off de cotton crop and maype sometimes tirty and tirty-five percent. But now gets dose farmers to putting poison on de cotton also and vere he iss? By golly also has he some hard times. O, vell, maype dis year puts de parmer on some poison again and den maype not.

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# Georgia Farmers Cure Own Meat Supply

**T**HE DISASTROUS results of attempting to save a home supply of meat in a warm climate in 1931-32 caused a group of farmers in Ivanhoe community, Bulloch County, Ga., to realize the necessity of finding some method of curing their meat. The outcome of their study of the situation was a 20,000-pound farmer-owned farmer-operated meat-curing plant which is now in operation and functioning successfully. These farmers are curing their meat for 0.3 cent per pound, disregarding the depreciation on equipment and interest on investment.

In the early fall of 1932 the farmers of Ivanhoe community, in one of their monthly club meetings, made a study of the place of hogs on the farm program, of the possibility of a market in the State for cured products as compared with hogs on foot, and of the cost of installing a curing plant of their own. Their conclusions were that hogs on foot were selling at too low a price, and yet they could not be left out of the farm program, and that there was a potential market nearby for around 6,000,000 pounds of cured meat.

## Meat-Curing Plant

Work was immediately begun toward creating interest in a meat-curing plant. After finding that a larger plant would be more successful, these farmers invited their neighbors in Stilson community to share the idea. These farmers approved the idea and joined forces. Visits were made to each member of both communities by John W. Davis, chairman of the Ivanhoe club, and an extension worker. On these visits any questions asked were answered and the

whole plan discussed more in detail. Shares were offered to these farmers at \$25 each, \$5 being paid down and the rest as the necessity called for it. After selling 50 shares, these stockholders assembled and elected 5 of their number as a board of directors. Mr. Davis was elected chairman of this board. Different ice-machinery companies were interviewed and their equipment studied by the board and extension workers. A ton twin cylinder compressor, a 6-horsepower gasoline engine, and other equipment were purchased and installed in a house built by the farmers at "workings." The



This meat-curing plant is owned and operated by farmers of Ivanhoe and Stilson communities, Georgia.

day the machinery arrived, the bank in which the company's money was deposited closed and again the money had to be raised. These farmers liked the idea to such a degree that this was not a very hard problem.

The house was built to take care of 20,000 pounds of meat with provisions made for expanding to 35,000 pounds with very little additional cash outlay. At present, the plant has 25,000 pounds of meat in it and is giving satisfaction. A member of the corporation is manager of the plant, it being located at his home.

The project is named "Briar Patch Meat Curing Plant" after the historic background of the militia district "Briar Patch", and the meat will carry that brand.

## Demonstrations Given

These farmers are now curing their entire hog crop for market as well as curing their home supply of meat. Meat-cutting demonstrations have been given in the vicinity where these farmers could attend by K. F. Warner, Bureau of Animal Industry, United States Department of Agriculture, and L. H. Marlatt, agent in animal husbandry in Georgia. The house was built according to plans drawn by G. I. Johnson, extension agricultural engineer in Georgia. The building is large enough for a cooling room and to house the machinery. Meat is being cured according to Mr. Warner's and Mr. Marlatt's suggestions.

Since these farmers put in their plant, several other plants in Georgia and South Carolina have been patterned after the initial project.

The meat-curing plant is only one of the policies taken out by the farmers in Ivanhoe community against depression. They study and work as a unit and in turn buy and sell cooperatively, thereby procuring volume enough in both buying and selling to take advantage of price margin. They have their own community library and other group projects. Certain crops are planted of one variety and at the same time so as to market in car-load lots if the local market cannot handle the supply. Green corn was the chief crop of this nature tried in 1932. The club meets once each month to study farm and home problems as a group, and then enjoys a social hour afterwards. However, as necessity demands, the club calls meetings often. These meetings are held at the schoolhouse, at the home of one of the members, or at some picnic ground.

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"Maype ve liff, and maype ve die. And iff de farmer tink, 'Vell de pugs nod me hurt dis year', and puts not de poison on, maype py chiminy ve pugs haff some goot times dis year and den comes some goot pitzness back again, ain't it?"

Uncle Billy Boll Weevil and the other citizens of Bugville have also appeared in circular letters, mimeographed bulletins, and in a play arranged first by Mr. Reppert for radio presentation but

which can also be given as a 4-H club play. They entertain, but at the same time the essentials of insect control are given.

"An awakened interest is essential to the proper presentation of a subject," says Mr. Reppert in explaining the success of his method. "Only when the mind is attentive is it able to grasp and retain the teachings that are set before it. This is true in the classroom, and equally so in that type of teaching to which extension workers are called upon to apply themselves—that of presenting agricultural facts to groups of farmers or farm

women, or to farm boys and girls. With these groups it is more so than in the classroom, since with adults we are dealing with those unaccustomed to the routine of systematic study; and with the club boys and girls we must compete with interest in other activities and subjects that otherwise occupy their minds to the exclusion of what we would have to present. Experience has demonstrated that this method gets things over; and that is the end to which we work. The public in general likes them, and the public in general is learning better the lessons we are trying to impress."



## A Farmer Speaks

*Paul Dodd is a Wyoming farmer. The following paragraphs are excerpts from a letter which he wrote to one of the new county commissioners, a friend of his, about his experiences with the Extension Service:*

**I** RATHER expect you want me to make a few statements about the 4-H club work along with my other statements. I feel that the three of you will in all probability listen to my remarks concerning this phase of the work, perhaps more attentively than you would to someone else by virtue of the fact that Mrs. Dodd and I are the parents of two children who have completed perhaps more 4-H projects and who have perhaps received more awards than the average run of 4-H members. Our children have participated in this department of the Extension Service work for 7 consecutive years. I mention this because I want you to understand that while the children have achieved and learned a lot, yet they have had ample time to do so and they are in no wise superior to or have they had any greater opportunity in this work than have my neighbors' children. Mrs. Dodd and I have simply realized the splendid opportunity the 4-H club work offers for the development of certain phases of a child's life, which cannot possibly be attained by any other means, and we have seen to it that the children have had occasion to take advantage of these opportunities.

### Child Training

A few phases of child training which we have noted during this period of 4-H club activities are:

(1) Training the boys to know good livestock when they see it; to feed and care for good stock themselves; to see the vast difference in the use of feed and care upon ordinary stock and the better-bred class of stock; to actually go to the bank and borrow money to buy the stock and the feed and put the one into the other along with persistent care and attention; and to produce an animal to be proud of and which, had times been normal the past year, would have undoubtedly returned a nice profit.

(2) Training both boys and girls to stand on their feet and think and talk and give demonstrations of their work, before a crowd of people.

(3) Training the girls to sew, patch, cook; and to select properly balanced foods for the family. The fact that the coming generation has an opportunity to learn everything from making butter-fat tests to creating the latest in millinery.

(4) But, the climax to all these years' work in 4-H clubs came only recently to my own children. That came along with the defeat of my boy's 4-H club calf and with the defeat of my daughter as the outstanding club girl in the State. They both had to learn to take defeat in a sportsmanlike manner. And that is the greatest achievement of all. Here's what my daughter told me after she'd dropped a tear or two and the corners of her mouth had hung down a day or two after she found out some other nice little girl had won the most coveted honor in the State: "Dad, I'm going to write the girl who beat me and tell her I'm glad she won the trip to Chicago 'cause I guess I was too confident of myself and my record."

Frankly I feel that when a child has been so trained that it can step out from under defeat in that state of mind, that child has received one of life's greatest lessons.

### Wool Improvement

I want to mention my connection with the wool-improvement work which was completed this year upon our little band of sheep. You're perhaps already familiar with the results of the work, which have been noted in the local papers. I verify those statements, but the big point in the project was not that Paul Dodd raised his shearing average 3 pounds in 5 years by culling and proper buck selection. The Extension Service is no more interested in me than it is in Sam Jones or Bill Smith. The big idea was to show and to prove conclusively that with proper methods of range management anyone can build up a larger income from the stock they already have on hand. This has been unquestionably demonstrated right in my own shearing pens, and I'm frank to admit that, had not the Extension Service succeeded in interesting me in this work some 5 years ago, we would have still had "just sheep" as now we have, in these terribly hard times financially, been able to dispose of several hundred dollars worth of bucks to sheepmen who are following the same line of culling and improvement which we have endeavored to follow the past 5 years. I'm frank to state that I believe this one thing which will pull us through this depression will be our better grade of stock, if we manage to get through at all.



### Agents Display Bulletins

**T**HIS CONVENIENT bulletin display and storage rack is used by North Dakota county agents. It is 6 by 2 by 7 feet and has 132 vertical display pockets and 110 horizontal storage pockets for the standard size bulletins. Each display pocket is 1¼ inches deep and will hold from 20 to 25 bulletins. A narrow metal retainer on each side of the pocket holds the display bulletins in an upright position. Additional bulletins can be placed in the proper storage pocket directly back of each display pocket, as shown in the center of the illustration. The rack was designed by C. L. Hamilton, North Dakota extension agricultural engineer, after two years of studying the good and bad features of the racks then in use by North Dakota county agents.

**4**-H CLUB MEMBERS of Lane County, Oreg., recently staged a rodent-control contest which reduced the rodent population of their county by the thousands. Prizes were given to the individual with the best record and to the group with the best record as well as to the individual catching the largest number of moles. Nile Lewis, a club boy from Ada, won the mole prize with a catch of 64 moles.

**4**-H FORESTRY CLUB work in New York State has passed its eighth anniversary with 6½ million trees planted on New York's idle acres by club members. Through the medium of the 4-H clubs the practice of reforestation and a better knowledge of farm forestry have reached over 6,000 farms.



## Emergency Aid Saves Utah Livestock

**T**HERE COMES a time in the life of an individual, or a group of individuals, when through sheer combination of circumstances destruction threatens that which it has taken years to build. This was the condition in which Utah livestock men found themselves when persistent drought, severe cold, and economic depression threatened to wipe out the cattle industry. In this almost hopeless situation, emergency rations of wheat were distributed by the Red Cross with the help of the extension organization, and the cattle industry is today a healthy growing industry.

Dame Nature in 1931 made her first contribution to the depression in Utah by withholding her regular rainfall, by searing the fields with hot winds, and drying up the streams. When a survey of the State was made by the Extension Service workers under the supervision of Director William Peterson, it was found that the hay crop for that year was 684,000 tons short of normal and the State granaries held but a fraction of the necessary amount of feed to sustain the livestock population.

The drought of the growing season was followed by one of the most severe winters in the history of the State. The snow cover came in early November, and by the first of January in 1932 the light crop storage was practically exhausted in many communities. Willows and other trees, weeds, and range browse were used in a desperate effort to keep the livestock alive. Farmers borrowed on every iota of credit they could command

to purchase feed. The Government, through its feed loans, aided materially; but the prices of feeds soared and the loans were soon exhausted.

To make matters more alarming and distressing, an epidemic of bank failures struck the State. Farmers who had deposited their feed loan checks saw their financial relief funds frozen in closed vaults. More snow fell, and the temperature dropped to 40° below zero. Milk cows, work stock, hogs, and poultry generally over the State grew gaunt and thin on their meager rations, and many died.

When the first signs of springtime came, the animals that had survived kept the pasture and hay lands bare by consuming every blade of grass that appeared.

### Feed Provided

Then came the happy announcement that livestock feed would be made available by the Government through the Red Cross. The news spread like wildfire into every village and hamlet. Owners grasped new hope and held on.

Red Cross organizations that had not been active since the World War were whipped into operation through the assistance of extension workers and volunteer leaders. Chopped wheat began to roll into the State, under the direction of A. L. Schafer, manager of the Pacific branch of the American Red Cross. At first, appropriations were sent to the areas that were most affected by the drought; but a closer survey revealed the fact that many more communities

were in distress than had been previously announced. Through the efforts of Director Peterson, Mr. Schafer, and others, the entire State was made eligible for relief, and famished livestock on farms in every county of the State began to feed on improved rations.

The farmers in Utah were assigned and delivered 55,650,582 pounds of stock feed. Relief agencies assisted in transporting the feed from the railroads to the more remote farms and ranches, some of which are more than 90 miles from shipping centers.

The sun is shining brighter now on the State of the sego lily, and the clouds of depression and drought are not so threatening; but the relief that came to this State following a season of hardship and deprivation will not soon be forgotten by its many beneficiaries.

## Outlook Charts

The November 1932 issue of the Extension Service Review contained an announcement that the Bureau of Agricultural Economics had purchased, in cooperation with the Extension Service, a new chart-making machine. This machine was installed to facilitate the reproduction of outlook charts at a low cost. Many of the State extension services placed requisitions for having outlook charts made on this machine during the past year. The Bureau of Agricultural Economics now informs us that in view of the increased cost of paper and cloth, it will be necessary to increase the price of the charts made in this way. Until further notice, therefore, the price of these charts will be as follows:

30- by 40-inch charts on cloth \$1 each (formerly \$0.60).

30- by 40-inch charts on paper \$0.20 each (formerly \$0.15).

Orders for charts will be filled as promptly as possible following their receipt by the Bureau of Agricultural Economics. All charts will be brought as nearly up to date as possible when orders are filled. They should be ordered by number rather than by title. To insure prompt delivery, orders should be placed well in advance of the time needed.

**T**HE ACREAGE planted to gardens in Caswell County, N. C., has increased by 40 percent over the 1932 acreage, and corn plantings increased over 12 percent this season.

### National 4-H Club Radio Program

Annual Theme: 4-H Club Work Has Educational Value

Saturday, October 7, 12:30 to 1:30 p.m., Eastern Standard Time

I Put 4-H Instruction to Work on the Farm.  
A Variety of Interests is the Spice of Life--

Former 4-H club boy from Iowa.  
Former 4-H club girl from Michigan.

Former 4-H Club Members Who Have Made Good-----  
4-H Club Work is a Definite Part of the Nation's Educational System-----

State staff member from Michigan.

C. B. Smith, Assistant Director,  
Extension Service, United States  
Department of Agriculture.

The World's Great Composers—National 4-H  
Music-Achievement Test Featuring Compositions by Verdi, J. Strauss, jr., and Liszt-----

United States Marine Band.



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## · ACROSS · THE · EDITOR'S · DESK ·

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### No Conflict Here

IS THE use of efficient methods of production inconsistent with the present program for adjusting agricultural production to demand? This is a question that seems to puzzle a good many minds, including those of some extension people. In a recent radio address Secretary Wallace gave the answer. This is what he said:

"I drove South recently to see how the cotton acreage control program was getting along. On one of the largest cotton plantations in Mississippi I saw a dramatic instance of America's present effort to catch its balance in a changed world. There were two immense fields of cotton with a road between them. On one side of the road men with mules and tractors were turning back into the earth hundreds of acres of thrifty cotton plants nearly 3 feet high. On the other side of the road an airplane was whipping back and forth at 90 miles an hour over the same kind of cotton and spreading a poison-dust cloud to preserve it from destruction by the boll weevil.

"Both of these operations were proceeding side by side on the same farm, and both in our present critical state of economic unbalance were justifiable and necessary. There are those, of course, who would say that with too much cotton the right thing to do would be simply to let the weevil at it and trust to luck. We have been trusting to luck too long. Insects have very small brains. They cannot be counted upon to get us out of troubles of our own making. Clumsily, to be sure, but with a new vigor and an eye to realities, we have started to take hold of this strange situation at both ends in an effort to bring sense and order into our use of land."

### Honest Measuring

I HEAR many conflicting opinions expressed as to the effectiveness of the various production adjustment efforts now under way. Much depends, I take it, upon the measuring stick applied. Here is what C. A. Cobb, in charge of cotton production adjustment, has to say on this matter:

"Of course, the cotton farmer is going to measure the success of this year's cotton program by the yardstick of price. I know that. But the measure should be in terms of what the price would have been had there been no program. He should remember that if the 16½-million-bale crop that was in the ground had been harvested, prices undoubtedly would have gone down to a point which in all probability would have been the lowest in history."

What Mr. Cobb says of the effectiveness of the cotton program applies, I think, equally to adjustments that may be undertaken with respect to any commodity. It's worth figuring where we would be at any stage in production adjustment if no effort were made.

### Those Retired Acres

JUST about the liveliest issue today all over the country appears to be, "What shall the producer do with his retired acres?", and this issue promises to become even more important as another growing season approaches. I put the question to genial J. F. Cox, in charge of the Section of Replacement Crops in the Adjustment Administration. This was the way he answered me:

"From the farmer's point of view, as well as from any other, it would be a very short-sighted policy to permit the retired acres to be used for any production which could contribute directly or indirectly to the general surplus.

"Under the wheat, cotton, and other definite reduction programs, farmers are given cash adjustment payments to make it possible for them to reduce and order their production in line with effective demand without loss of immediate cash income. The payments are made in order that acres may be withdrawn from production. The retired acres may, of course, be handled usefully in accordance with approved practices which do not contribute to the surplus problem. They should, however, be considered as retired—in fact, in cold storage.

"The withdrawn acres are already producing a crop in the form of adjustment payments. An effort to take off another cash crop from these millions of acres which are being retired from production of basic crops in the great national reduction programs would certainly defeat the farmers' own goal of lowered surpluses and restored buying power."

### Heartening Comment

WHEN this page was started in the November 1931 issue of the REVIEW, I told of a straight across-the-desk talk I had with John Inskeep, county agent for Clackamas County, Oreg. I quoted John. He said among other things: "What interests us county agents is what other agents are doing and thinking. That's the stuff we want. We are the boys that are looking appropriating boards and the public in the face every day. When one of us in Illinois or Alabama or anywhere else does a piece of work well, we'd like to know what he did and how he did it." Well, a few days ago I had a letter from John Inskeep. This is what he says nearly 2 years since that first interview:

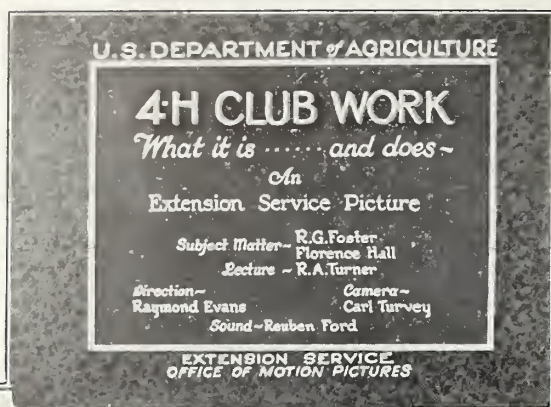
"Several years ago you were a visitor to my office in Oregon City and I complained rather bitterly of lack of personal news items in the REVIEW. I think it is no more than fair for me to compliment you on the present excellence of this paper. I enjoy the stories of accomplishments of county agents in other States, and, in the July issue, I enjoyed particularly the article by Paul Carpenter, the one concerning the program of Tom M. Marks, and the editorial by Secretary Wallace."

The REVIEW will continue to be prepared with the idea of its being an interesting and helpful chronicle of the diversified activities of extension workers. I hope, also, in these days that it may prove to be something of a guide in directing extension thought and action along lines of national adjustment in farming and rural living.

Thanks for the sweetening, John!

R. B.





# EDUCATIONAL MOTION PICTURES

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